

## CLAIMS:

1. An electronic display device comprising:
  - a polymer LED display comprising a geometrical arrangement of individually excitable polymer LEDs for forming an image and comprising electrical connections for exciting said polymer LEDs; and
  - 5 - a light-absorbing filter layer covering said display; the display device further comprising:
    - a semi-transparent reflective layer covering said filter layer for transmitting light emanating from said polymer LED display and for reflecting ambient light incident on said semi-transparent reflective layer, so as to obscure said electrical connections for exciting
  - 10 said polymer LEDs.
2. An electronic display device as claimed in claim 1, characterized in that said semi-transparent reflective layer is a reflective polarizing layer.
- 15 3. An electronic display device as claimed in any one of the preceding claims, characterized in that said polymer LED display, said light-absorbing filter, and/or said semi-transparent reflective layer are coupled via an anti-reflective coating.
- 20 4. An electronic display device as claimed in any one of the preceding claims, characterized in that the semi-transparent reflective layer is a brightness-enhancing layer manufactured by 3M Company of St. Paul, Minnesota under the trade designation "DUAL BRIGHTNESS ENHANCEMENT FILM".
- 25 5. An electronic appliance comprising an electronic display as claimed in any one of the preceding claims.
6. An electronic appliance as claimed in claim 5, characterized in that it comprises an electric shaver.